murdered, despairing Jews had resorted to gas ovens, Wall Street prices were rising or falling or stationary, Lord Runciman thought war unlikely, much of Cardiff had been disposed of by its owner, Lord Bute, for some millions of pounds, and the King and Queen had received a warm welcome in Hackney—well, there it was, and now for another station; as the wave-length slowly changes, fragments of music heard, sounds and sweet airs, spluttering voices, many languages and many intonations, laughter and anger and stock prices and salesmanship and oratory all mingled together, frenzied confusion.

That a voice could be heard in innumerable homes, as though speaking there, was wonderful; and as soon as that marvel was achieved, the question arose: Whose was to be the voice, arid what was it to say? In other countries, the voice might be monopolised by a party, and made to utter only its slogans, or put up for sale, precious moments purchased to praise a pill, explain a soap's excellence; but in England, in Sir John Reith's words, what was aimed at was an expression of'British mentality at its best'. This ideal was assiduously pursued, he the man to pursue it—a tall Scotsman, Calvinist in his origins, deeply respectful towards those set in authority over him and expecting a correspondingly deep respect from those over whom he was set, a very incarnation of British mentality at its best. Debates were arranged between persons holding different opinions, rehearsed and broadcast, so that all points of view might be known and impartially considered; an unemployed man, when what he proposed to say had been submitted and examined,[33]

he would have teen more likely to become hysterical than despairing, more inclined to drink lysol than remember that he came naked out of his mother's womb and naked must return thither. Broadcasting, by intensifying the prevailing sense of unreality, has intensified the hysteria which results there - from. Complaints were made in 1939 that a number of suicides had resulted from listening to the B.B.C. news bulletin.

[83] The obligation to submit beforehand, and sometimes accept alterations in, all broadcast matter, was occasionally resented. Mr. Bernard Shaw refused to broadcast on such terms, and a broadcast by an unemployed man